

## Message Text

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42

ACTION EA-14

INFO OCT-01 ISO-00 EB-11 PA-04 DRC-01 RSC-01 PRS-01 USIA-15

CIAE-00 INR-10 NSAE-00 /058 W  
----- 025703

R 150833Z MAY 74

FM AMEMBASSY TOKYO

TO USDOC USTS

INFO SECSTATE WASHDC 1868

UNCLAS TOKYO 6351

E.O. 11652: N/A

TAGS: ETRD

SUJECT: AMERICA'S CUP MEDIA COVERGE

SUMMARY: DISCUSSES COVERAGE OF AMERICA'S CUP BY MAJOR JAPANESE TV  
COMPANY. END OF SUMMARY.

TYOWAS 4-266 RE TSOM-AP ID 4-33 AND TSD 4-475.

FURTHER TO REFS, WE FEEL MR. WSHBURN'S CONTACTS WITH AMERICA'S CUP  
RACES COLD HAVE HIGHLY USEFUL MARKET VALUE IN TERMS OF MEDIA  
COVERAGE. ACCORDNGLY, WE HAVE PUT OUT FEELERS TO MAJOR TV COMPANIES,  
WITHOUTMAKING COMMITMENTS, CONCERNING THEIR POSSIBLE INTEREST IN  
COVERING THE RACES.

WE HAVE HAD ENTHUSIASTIC RESPONSES TO IDEA BECAUSE AMERICA'S CUP  
WELL KNOWN AND POPULAR HERE. IN PAST YEARS, HOWEVER, COVEAGE  
AVAILALE TO TV HAS CONSIDSTED OF ONLY SHORT NEWS CLIPS, MOSTLY  
OF OVERHEAD LONG SHOT FOOTAGE. TV GROUPS CERTAIN THEY CAN BUILD GOOD  
EXTEDED BRAODCAST OF RACES AND RELATED ACTIVITIES AROUND THIS  
OWN FOOTAGE.

TO OBTAIN DESIRED FOOTAGE, HOWEVER, CAMERA CREWS NEED ACCESS TO  
OBSERVER AND COMMITTEE BOATS ON THE WTER DURING THE RACES, AS WELL  
AS TO LAND ACTIVITIES DURING THE RACE PERIOD.

THUS THREE QUESTIONS. WOULD MR. WASHBURN WISH CONSIDER LOOKING  
INTO POSSIBILITIES OF PROVIDING ACCESS TO RACE AND RELATEDEVENTS  
FOR MAJOR JAPANESE TV EXPOSURE? IF SO, DO YOU WISH US TO PURSUE  
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THE IDEA WITH TV GROUPS? CAN YOU PROVIDE RACE DATES AND DETAILS

ON OTHER EVENTS OF RACE PERIOD BY MAY 23?

PLEASE CABLE REPLY BY MAY 22. DONOT HOLD THIS MATTER FOR DISCUSSION  
DURING SCHMITZ ZIEGLER VISIT MAY 28 TO 30 AS TV GROUPS HAVE  
REQUETED PROMPTTEST REPLY WHICH, IF AFFIRMATIVE, WILL REQUIRE  
IMMEDIATE START OF PLANNING.  
SHOESMITH

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NNN

## Message Attributes

**Automatic Decaptioning:** X  
**Capture Date:** 01 JAN 1994  
**Channel Indicators:** n/a  
**Current Classification:** UNCLASSIFIED  
**Concepts:** CULTURAL PRESENTATIONS, PRESS RELEASES, MOTION PICTURES  
**Control Number:** n/a  
**Copy:** SINGLE  
**Draft Date:** 15 MAY 1974  
**Decaption Date:** 01 JAN 1960  
**Decaption Note:**  
**Disposition Action:** n/a  
**Disposition Approved on Date:**  
**Disposition Authority:** n/a  
**Disposition Case Number:** n/a  
**Disposition Comment:**  
**Disposition Date:** 01 JAN 1960  
**Disposition Event:**  
**Disposition History:** n/a  
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**Reference:** n/a  
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**Review Authority:** boyleja  
**Review Comment:** n/a  
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**Review Date:** 01 NOV 2002  
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**Secure:** OPEN  
**Status:** NATIVE  
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**TAGS:** ETRD, JA, US  
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